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## BRIGHTENING THE IMAGE

When President Carter's Navy buddy,

Adm. Stansfield Turner, was sworn in as director of the Central Intelligence Agency on March 9, 1977, the public image of the CIA had probably sunk to its nadir.

The agency was generally regarded as a governmental rogue elephant run amok.

Over the years—in violation of its charter—the agency had operated on the domestic front, opening mail, infiltrating student bodies, plotting assassinations, tape-recording reporters, hiring prostitutes, tapping telephones, poisoning innocent men and lying to Congress.

To improve its tarnished image, the CIA was scheduled this past spring to open its Langley, Va., headquarters (eight miles from the White House) to public tours. The FBI has been opening its doors to the public for years—and in the process has developed its tour into one of the most popular tourist attractions in Washington.

The CIA, however, has decided to drop its plans for public tours. From Sept. 24 to Oct. 8, it conducted eight trial runs for some 3700 members of agency families, showing slides in the auditorium, lecturing on its history and offering a few exhibits on the ground floor.

"What we found out," says a spokesman, "is that it was impractical on working days; it presented all sorts of logistics problems. So what we've come up with is this: We will allow tours by mem-



CIA DIRECTOR STANSFIELD TURNER

bers of selected groups and institutions.

"If a group chief will write the CIA Public Affairs Office, Langley, Va., two months in advance, we will consider the requests case by case and then make a decision.

"A few weeks ago we had the Washington, D.C., chapter of Sigma Delta Chi [the journalism fraternity] in. We took them around, served coffee and cookies, showed some exhibits and talked about the agency. It worked out very well, and we're prepared to do that on a limited basis."

Some of the CIA personnel think the idea of opening headquarters to any kind of tours by outsiders was and is "insane."

"None of my neighbors," says one employee, "has the slightest idea I work here. Why take even the slightest chance of blowing my cover? Besides, what is there here that we can really show?"

The CIA headquarters

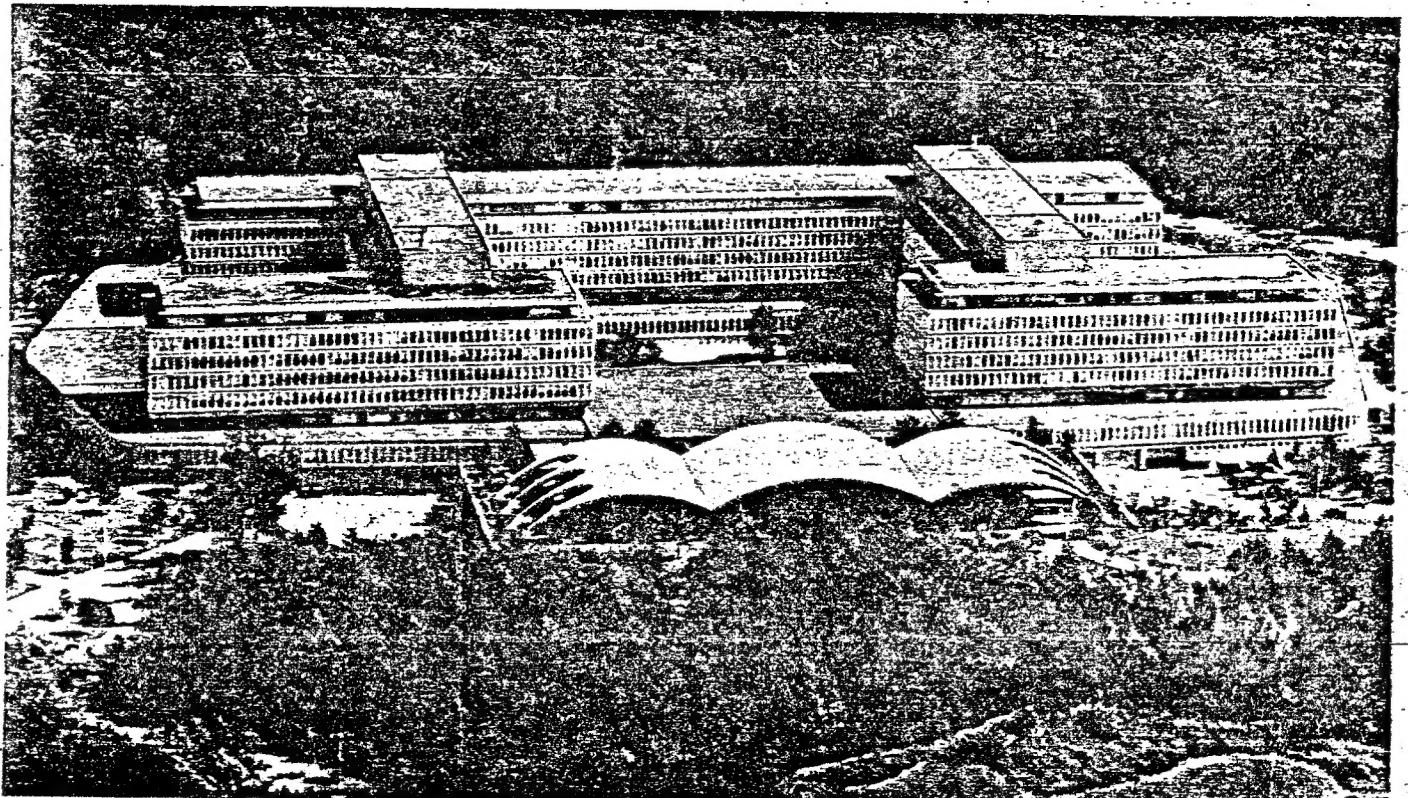
consists of an eight-story building of glass and concrete set on 140 acres of well-guarded land. Barbed wire tops the chain-link fence circling the area. Cameras, recording devices and weapons carried by visitors are banned.

Inside the front entrance, a marble wall bears 35 chiseled stars, each in honor of an agent who gave his life in the line of duty. Beneath the stars, a small glass case contains the roster of the dead. Only 17 names are listed. The other 18 "unknown soldiers" are known, of course, to the men upstairs.

The CIA, it appears, has put together enough of a "show" to refurbish slightly its stained image. Public relations-wise, it has no way to go but up.

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**THE CIA WILL CONSIDER GROUPS ON A "CASE-BY-CASE" BASIS FOR TOURS OF ITS HEADQUARTERS IN LANGLEY, VA.**